

Message Text

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SUBJ: MARKET RESEARCH: HEALTH CARE AND MEDICAL EQUIPMENT

REF: () 77 STATE 264582, (B) 77 STATE 274961

1. FOLLOWING IS SUMMARY OF POST MARKET RESEARCH IN
SUPPORT OF SEMINAR MISSION ON PUBLIC HEALTH CARE EQUIP-
MENT. MARKET RESEARCH REPORT IS COMPLETED AND WILL
BE POUCHED IN AIRGRAM FORM WITH ENCLOSURE ON 18 MARCH.

A. SUMMARY

THE PRESENT MARKET FOR U.S. HEALTH CARE AND MEDICAL
EQUIPMENT IN SUDAN IS VERY SMALL AND WILL NOT EXPAND
WITHOUT ACTIVE PROMOTIONAL EFFORTS OR USAID-TIED
PURCHASES. NO LOCAL INDUSTRY OFFERS COMPETITION,
BUT CLOSE TIES WITH THE UK PARTICULARLY IN THE
MEDICAL PROFESSION, HAVE LED TO A SIZEABLE MARKET
SHARE FOR BRITISH FIRMS. WEST GERMANY AND JAPAN ALSO
HOLD A SIGNIFICANT PORTION OF THE MARKET, WITH THE PRC
PROVIDING LESS SOPHISTICATED EQUIPMENT, ESPECIALLY
SURGICAL TOOLS.

THE MINISTRY OF HEALTH AND THE REGIONAL MINISTRY OF
HEALTH ARE VIRTUALLY THE SOLE CUSTOMERS AND END-USERS
OF MEDICAL EQUIPMENT. THEY PURCHASE ABOUT 2 MILLION
DOLLARS OF EQUIPMENT AND DISPOSABLES PER YEAR AT PRESENT,
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AND THIS FIGURE WILL NOT INCREASE SIGNIFICANTLY IN THE
CURRENT 7 YEAR HEALTH PLAN. PURCHASES ARE ANNOUNCED
THROUGH TENDERS, USUALLY DISTRIBUTED ONLY TO TRADITIONAL
LOCAL SUPPLIERS AND AGENTS. SINCE THERE ARE NO ACTIVE
LOCAL AGENTS REPRESENTING AMERICAN FIRMS, U.S. EQUIPMENT
IS SELDOM, IF EVER, CONSIDERED IN GOVERNMENT PURCHASES.
STRONG PREFERENCE IS GIVEN IN MEDICAL EQUIPMENT PURCHASES

TO SELLERS OFFERING CREDIT FACILITIES. WHO AND OTHER
DONORS HAVE LARGE PROGRAMS HERE, BUT PROCUREMENT IS
GENERALLY OFFSHORE.

WHILE AMERICAN EQUIPMENT IS NOT WELL-KNOWN (THE U.S. HAS
ONLY 3 PERCENT OF THE IMPORT MARKET), THERE IS A GENERAL
FEELING THAT IT IS HIGHLY SOPHISTICATED, TOP QUALITY, AND
PROBABLY VERY COMPETITIVELY PRICED. GIVEN PRESENT
DOLLAR EXCHANGE RATES, MANY SUDANESE BELIEVE THAT
AMERICAN EQUIPMENT COULD BE THEIR BEST BUY. THEY WELCOME
THE PROPOSED SEMOINR AND ARE MOST ANXIOUS TO SEE
SCIENTIFIC DEMONSTRATIONS AND FILMS AND TO COMPARE PRICES.
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